

International Business Development

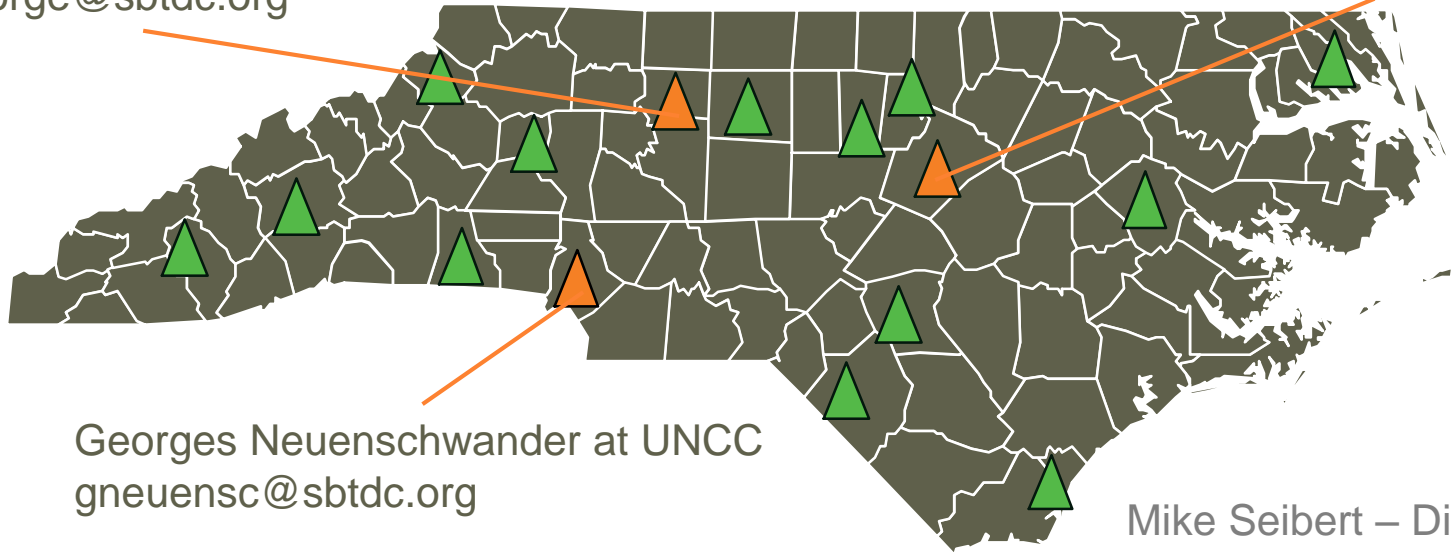
THE BUSINESS SIDE OF EXPORTING

Our IBD specialists are highly trained, Certified Global Business Professionals (CGBP) with extensive experience in international business development.

IBD Statewide Offices

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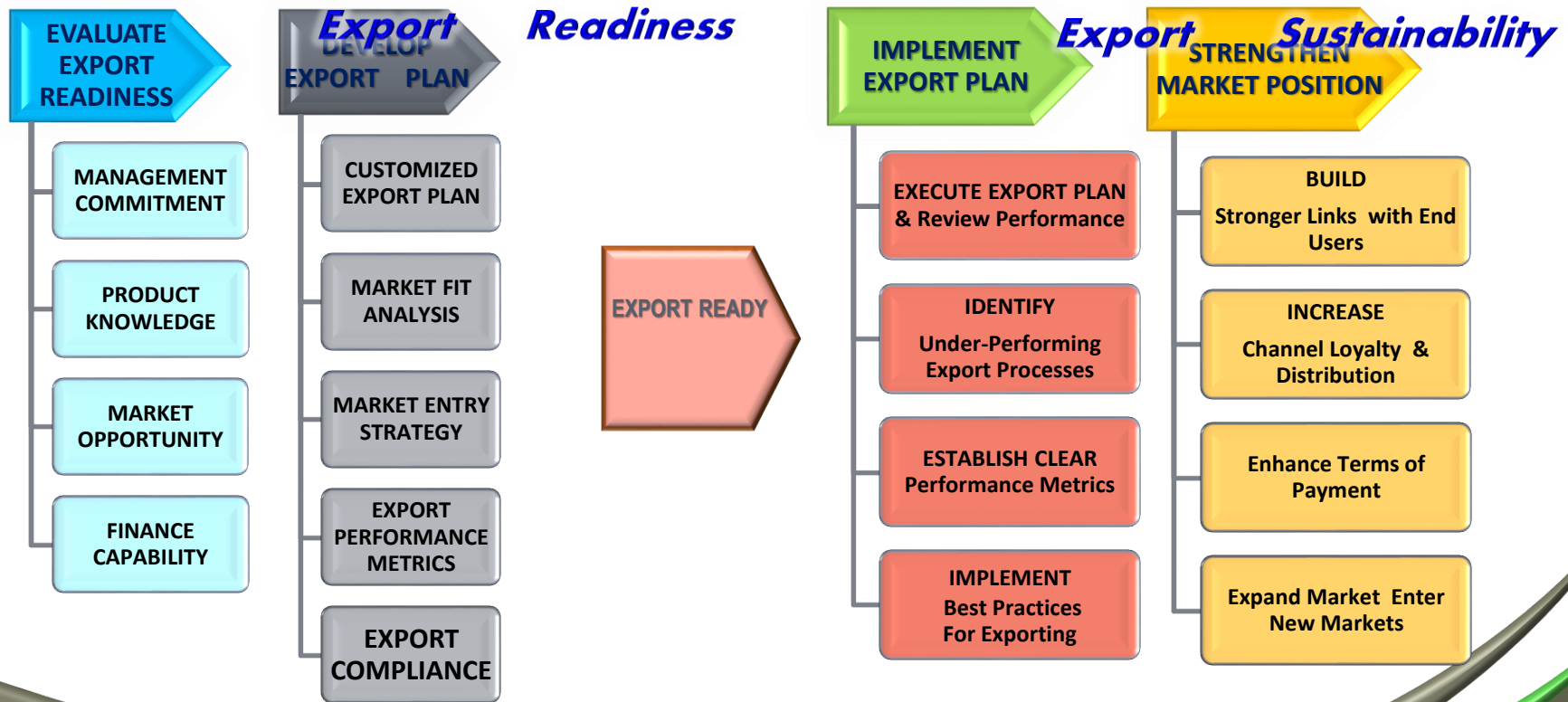
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Regional Service Centers in:

Asheville, Boone, Boiling Springs, Chapel Hill, Charlotte,
Cullowhee, Durham, Elizabeth City, Fayetteville, Greensboro,
Greenville, Hickory, Pembroke, Raleigh, Wilmington, Winston-Salem

Successful and Sustainable Exports

New to Export – New to Market



International Business Development

- Global Business Management
 - Evaluating export readiness for “new-to-export” clients
 - Developing strategies and tactics for exporting
 - Understanding Market Entry modes benefits/challenges
- Global Marketing
 - Identifying potential international export markets
 - Locating and evaluating potential export sales representatives
 - Pricing methods and strategies for export products and services

International Business Development

- Supply-Chain Management
 - Understanding agency and distribution agreements
 - Understanding export licensing and trade restrictions
 - Understanding logistics including foreign freight forwarders
- Trade Finance
 - Budgeting for exports including financial analysis and forecasting
 - Understanding payment methods for export sales
 - Technical assistance with SBA and ExIm financing

TYPES OF RISKS

				FX Translation Risk
				Commercial Risk
			Commercial Risk	FX Econ Risk
			Commercial Risk	FX Econ Risk
	Commercial Risk	FX Econ Risk	FX Transactional Risk	Political Risk
	FX Econ Risk	FX Transactional Risk	Political Risk	
	Political Risk	Political Risk		
Political Risk				
----- Export Sales / No Foreign Direct Investment -----			--- Foreign Direct Investment ---	
Indirect Export Sales (EMC, Piggyback)	Direct Export Sales - all sales denominated in the home currency of the seller	Direct Export Sales - sales denominated in the foreign currency of the buyer	Overseas Sales and Marketing Office and Staff	Overseas Manufacturing, Sales and Marketing and Staff
Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5

PAYMENT RISKS



Cash in Advance / Letter of Credit / Collections / Open Account



SBA Exporter of the Year IBD Clients

- ImmunoReagents – 2013
- Vesocclude - 2014
- ERD Ltd. - 2015
- Stay Online - 2016
- Aviator Brewery -2017 – Southeast US
- Flow Sciences - 2018

NC Export Team

mutual collaboration



sbtdc